RJ Reynolds Tobacco Company

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NY Metro ROU	Philadelphia ROU	Boston ROU	Buffalo ROU
Atlanta ROU	Winston-Salem ROU	Florida ROU	Pittsburgh ROU
G. H. Moulton	A. Zecca	R. Tanchyk	E. T. Agner
J. M Bothe	L. L. Forrey	D. J. Williams	D. L. Deese

Subject: Amerada Hess 1998 Cigarette Display Program Memo

Chain ID's: Hess Mart (only) 0353-03-01 through 09

Attached is a memo sent to all Hess Mart Store Managers outlining the 1998 Cigarette Display Program.

Please note that the memo includes:

- The 1998 Cigarette Strategy
- Complete outline of guidelines and policies
- Permanent display requirements with facings and illustrations for each Manufacturer.
- Signage policies (All cigarette signage must display a retail price).
- Permanent signage policies
- Temporary signage policies
- Local Promotions
- Carton fixture policy

We are currently working on a complete "backbar" setup which will be implemented later in the year. An announcement will be made as soon as possible. To avoid any confusion or misunderstanding all Retail Representatives should have a copy of this memo for use in contacting Hess Mart Locations.

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Source: https://www.industrydocuments.ucsf.edu/docs/frky0000

Please call me if you have any questions

Nick Kuruc

cc: J. Piscitelli
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W. J. Roth
P. E. Schmidt
S. G. Steen
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D. C. Turner

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